MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BEB3014 – ELECTRONIC BUSINESS

(All sections / Groups)

27 OCTOBER 2018
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Read the case study and answer all the questions.

Launched in 2012, Lazada is the number-one online shopping and selling destination in Southeast Asia – present in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. As the pioneer of the eCommerce ecosystem in the Southeast Asia, Lazada has 155,000 sellers and 3,000 brands serving 560 million consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data and service solutions. With 300 million Stock Keeping Units (SKUs) available, Lazada offers the widest range of products in categories from consumer electronics to household goods, toys, fashion, sports equipment and groceries.
Focused on delivering an excellent customer experience, it offers multiple payment methods including cash-on-delivery, comprehensive customer care and hassle-free returns through its own first and last mile delivery arm supported by approximately 100 logistics partners. Lazada Group is majority owned by Alibaba Group Holding Limited.

(Source: https://www.lazada.com.ph/pr-media/)

a. From the above case study, identify **FOUR (4)** Lazada's strengths in the online retail industry. (8 marks)

b. Based on Lazada business model, explain how client-server computing works as part of the IT infrastructure for the business. (5 marks)

c. Technology-enabled customer relationship management occurs when a firm obtains detailed information about a customer's behaviour, preferences, needs, and buying patterns and uses that information to customize its relationship with that customer. Based on **SIX (6)** dimensions of technology-enabled customer relationship management, explain how could these concepts are being implemented by Lazada.

(12 marks)

(Total: 25 marks)

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QUESTION 2

Answer all the questions based on the scenario given.

Three university fresh graduates would like to venture into a new online business by developing a platform to sell deserts online and named it as "Desert Queen Online". This platform is expected to attract many home-bakers in Melaka to register and market their products online.

a. Suggests **THREE (3)** different revenue models that can be applied in their business model and explain how every revenue model would maximise revenue generation of the company. (12 marks)
b. Google is one of the most successful online advertising companies in global e-commerce environment. Identify **THREE (3)** elements of Google advertising methods that make it as the best choice for the Desert Queen Online marketing strategy. (9 marks)
c. As an online company, Desert Queen Online must establish a security policy. Explain what is security policy and its importance to the company. (4 marks)

(Total: 25 marks)

QUESTION 3

a. Discuss **FOUR (4)** different classifications of online Business-to-Business (B2B). (16 marks)
b. Discuss **THREE (3)** different ways on how can you generate income from virtual community or social networking sites. (9 marks)

(Total: 25 marks)

QUESTION 4

a. Define Mobile apps monetisation and discuss **THREE (3)** most popular monetisation strategies in mobile environment. (16 marks)
b. Discuss **THREE (3)** e-business challenges that might be faced by organisations in the future. (9 marks)

(Total: 25 marks)

End of Paper